

Our ref: 11017P4 WO/CMB.ms

Your ref:

European Patent Office  
D-80298  
Munich  
GERMANY

Dear Sirs

**International Patent Application No PCT/GB03/01537**  
**Reckitt Benckiser N.V.**

This is in response to the Written Opinion dated 20 January 2004 to which a response is due by 20 April 2004.

Please delete current pages 8, 9 and 10 in favour of replacement pages 8, 9 and 10, enclosed herewith. For the convenience of the Examiner a manuscript amended version of former pages 8, 9 and 10 is also enclosed.

New claim 1 comprises a combination of former claim 1 and former claim 2. New claim 1 now reads as follows.

*'Packing and displaying box (14) for receiving a multitude of primary packages (13), comprising a bottom surface (2), a front wall (3), a rear wall (4) and two side walls (5) having flaps (9) in the area of their upper edges, the flaps (9) projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, characterized in that the flaps (9) are arranged alternately on the side walls (5) providing at least one flap (9) per primary package (13).'*

The new feature of claim 1 is the specification that the flaps (9) are arranged alternately on the side walls (5). This feature is not described in any of the citations referred to by the Examiner. It is therefore submitted that new claim 1 (and the claims dependent thereon) is novel having regard to the citations listed in the Written Opinion.

Additionally, since none of the citations listed hint or suggest this novel feature it is further submitted that new claim 1 (and all other claims dependent thereon) is inventive having regard to these citations.

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A favourable International Preliminary Examination Report is anticipated.

Yours faithfully  
RECKITT BENCKISER plc

Craig Bowers

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5 providing primary packages 13 with an indentation 15 thereon. Further, the shape of the front and rear walls 3, 4 and the side walls 5 may be adjusted as required. For example, as shown in Fig. 2, the front wall 3 may comprise a cutout to improve the appearance of the primary packages 13 in the packing and displaying box 14 as visibility of the first primary package 13 is enhanced.

10 The features disclosed in the foregoing description, in the claims and/or in the accompanying drawings may, both separately and in any combination thereof, be material for realizing the invention in diverse forms thereof.

# Claims

having

1. Packing and displaying box (14) for receiving a multitude of primary packages (13), comprising a bottom surface (2), a front wall (3), a rear wall (4) and two side walls (5) ~~characterized in that the side walls have flaps (9) in the area of their upper edges, the flaps (9) projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, more preferably more than 60°, still more preferably more than 80° and most preferably of 90°.~~

wherein the

2. Packing and displaying box according to claim 1, characterized in that the flaps (9) are arranged alternatingly on the side walls (5) providing at least one flap (9) per primary package (13).

(flaps/a)

form an

angle

with the vertical of

or 2

3. Packing and displaying box according to claim 1, characterized in that the flaps (9) are arranged alternatingly on the side walls (5) providing at least one flap (9) per primary package (13) except for the first and/or last primary package (13) in the packing and displaying box (14).

20 4. Packing and displaying box according to any of the preceding claims, characterized in that each flap (9) is loosely engageable with one primary package (13).

5. Packing and displaying box according to any of the preceding claims, characterized in that the packing box (14) is made of a blank (1), which is made of cardboard.

5 6. Packing and displaying box according to any of the preceding claims, characterized in that the side walls (5) are double-walled.

7. Packing and displaying box according to claim 6, characterized in that the front and rear walls (3, 4) are fixed to the side walls (5) by means of rough surfaces (6) which are retained within the double-walled side walls (5).

10 8. Packing and displaying box according to any of the preceding claims, characterized in that the front wall (3) is substantially cut out

a multitude of

9. Combination of ~~more than one~~ primary packages (13) and a packing and displaying box (14) ~~to contain and display the primary packages (13), the packing box (14) comprising a bottom surface (2), a front wall (3), a rear wall (4) and two side walls (5), characterized in that the side walls have flaps (9) in the area of their upper edges, the flaps (9) projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, more preferably more than 60°, still more preferably more than 80° and most preferably 90°.~~

according to  
any one of  
claims 1 to  
8.

20 10. Combination according to claim 9, characterized in that each flap (9) is loosely engageable with one primary package (13).

11. Combination according to claim 10 characterized in that each primary package (13) comprises at its sides ~~fixed side walls (3) and rear walls (4) which are packed therein and confronted with the flaps (9) an indentation (15) for loose engagement with such flaps (9).~~

5 12. Blank (1) for making a packing and displaying box (14) according to any of the preceding claims 1 to 8, characterized in that the side walls (5) comprise extensions (8) for engaging into grooves (7) punched on the bottom surface when the blank (1) is folded, and the side walls (5) comprise flaps (9) slitted therein ~~and projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, more preferably more than 60°, still more preferably more than 80° and most preferably 90°.~~

intended  
to  
10  
when the box is  
erected

13. Blank according to claim 12, characterized in that the blank (1) comprises folds (11) and double-folds (12) for folding the blank (1) according to a specific pattern.

14. Blank according to claim 12 or 13, characterized in that the folds (11) and double-folds (12) comprise small incisions.

5

Claims

1. Packing and displaying box (14) for receiving a multitude of primary packages (13), comprising a bottom surface (2), a front wall (3), a rear wall (4) and two side walls (5) having flaps (9) in the area of their upper edges, the flaps (9) projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, characterized in that the flaps (9) are arranged alternately on the side walls (5) providing at least one flap (9) per primary package (13).  
10
2. Packing and displaying box according to claim 1, wherein the flaps (9) form an angle with the vertical of more than 60°, still more preferably more than 80° and most preferably of 90°.   
15
3. Packing and displaying box according to claim 1 or 2, characterized in that the flaps (9) are arranged alternately on the side walls (5) providing at least one flap (9) per primary package (13) except for the first and/or last primary package (13) in the packing and displaying box (14).
- 20 4. Packing and displaying box according to any of the preceding claims, characterized in that each flap (9) is loosely engageable with one primary package (13).
- 25 5. Packing and displaying box according to any of the preceding claims, characterized in that the packing box (14) is made of a blank (1), which is made of cardboard.

- 5 6. Packing and displaying box according to any of the preceding claims, characterized in that the side walls (5) are double-walled.
7. Packing and displaying box according to claim 6, characterized in that the front and rear walls (3, 4) are fixed to the side walls (5) by means of rough surfaces (6) which are retained within the double-walled side walls (5).
- 10 8. Packing and displaying box according to any of the preceding claims, characterized in that the front wall (3) is substantially cut out.
9. Combination of a multitude of primary packages (13) and a packing and displaying box (14) according to any one of claims 1 to 8.
10. Combination according to claim 9, characterized in that each flap (9) is loosely  
15 engageable with one primary package (13).
11. Combination according to claim 10 characterized in that each primary package (13) comprises at its sides an indentation (15) for loose engagement with such flaps (9).
12. Blank (1) for making a packing and displaying box (14) according to any of the  
20 preceding claims 1 to 8, characterized in that the side walls (5) comprise extensions (8) for engaging into grooves (7) punched on the bottom surface when the blank (1) is folded, and the side walls (5) comprise flaps (9) slitted therein intended to project inwardly and be aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than  
25 40°, when the box is erected.

- 5    13. Blank according to claim 12, characterized in that the blank (1) comprises folds (11) and double-folds (12) for folding the blank (1) according to a specific pattern.
14. Blank according to claim 12 or 13, characterized in that the folds (11) and double-folds (12) comprise small incisions.

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